

Message Text

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SUBJECT:DISCOVER AMERICA TRAVEL ORGANIZATIONS INTERNATIONAL
COMMITTEE TEAM VISIT TO CARACAS JULY 15-18.

REF: 10 FAM 914.1; DONOVAN/SWETT TELECON 7/3

FOR: COMMATT, PAO

1. THE INTERNATIONAL COMMITTEE OF THE DISCOVER AMERICA TRAVEL ORGANIZATIONS (DATO) IS INTERESTED IN EXPLORING VISIT USA TOURISM POTENTIAL IN USTS SECONDARY MARKETS SUCH AS VENEZUELA AND OTHERS. ACCORDINGLY, A HIGH-LEVEL DELEGATION DESIGNATED BY DATO WILL VISIT CARACAS JULY 15-18 TO CONFER WITH EMBASSY'S VISIT USA COMMITTEE AND LOCALLY ESTABLISHED TRAVEL INDUSTRY REPS. EXACT TRAVEL SCHEDULE WILL BE CABLED WHEN CONFIRMED.

2. DELEGATION MEMBERS ARE:

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MR. JAMES HENDERSON

EXECUTIVE VICE PRESIDENT
AMERICAN EXPRESS
CHAIRMAN, DATO INTERNATIONAL COMMITTEE

MR. JERRY JORDAN (TENTATIVE)
PRESIDENT, THOMAS COOK & SONS

MR. JOHN PAINE
SPECIAL INTERNATIONAL CONSULTANT
DATO

MR. J. THOMAS MCMAHON
DIRECTOR, MARKETING PROGRAMS
PAN AMERICAN WORLD AIRWAYS

MR. ELLIOT HEIT (TENTATIVE)
VICE PRESIDENT, INTERNATIONAL SERVICE DIVISION
GREYHOUND CORP.

MR. IVAN ROSENTRACK
ASSISTANT TO THE PRESIDENT
THOMAS COOK & SONS

3. DELEGATION WILL PRESENT MARKETING PLAN DESIGNED TO
STRENGTHEN VISIT USA COMMITTEE'S CAPABILITY; ENCOURAGE
DEVELOPMENT OF NEW TRAVEL INDUSTRY PROGRAM; AND STIMULATE
PROMOTIONAL EFFORTS BY LOCAL TRAVEL INDUSTRY. OUTLINE
OF PLAN IS AS FOLLOWS:

I. BACKGROUND DATA ON TRAFFIC TO USA AND THE TRAVELER

- A. VISIT USA TRAFFIC TRENDS
- B. DEFINING THE TRAVELER.
 - 1. DEMOGRAPHIC DESCRIPTION;
 - 2. GROUP VERSUS INDEPENDENT TRAVEL;
 - 3. TO WHAT EXTENT IS FAMILY TRAVEL IMPORTANT?
 - 4. WHAT PERIODS ARE MOST POPULAR FOR PLEASURE
TRAFFIC TO USA?
 - 5. TO WHAT EXTENT IS BUSINESS TRAVEL HITCHED
TO PLEASURE TRIPS?

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C. WHAT HAPPENS ON THE VISIT?

- 1. MOST POPULAR CITIES/ATTRACTIONS?
- 2. PREPAID TRAVEL;
- 3. LENGTH OF TYPICAL VISIT;
- 4. TO WHAT EXTENT IS TRAVEL VIA ORGANIZED TOUR?
- 5. ACCOMMODATIONS - FRIENDS/RELATIVES VS.
PUBLIC;

6. INTERNAL TRANSPORTATION IN US -- AIR, RAIL,
MOTORCOACH, RENTED CAR, ETC.,

II. CURRENT AND NEAR-TERM (1975-1976) OUTLOOK FOR VISIT USA TRAFFIC.

1. OVERALL ECONOMIC FORECAST WITH PARTICULAR
REFERENCE TO TRENDS IN PERSONAL DISPOSABLE
INCOME AND INFLATION RATE;
2. ECONOMIC SITUATION IN U.S. WITH PARTICULAR
REFERENCE TO FUTURE CHANGES IN THE PRICE OF LAND
ARRANGEMENTS IN LOCAL CURRENCY;
3. POSSIBLE GOVERNMENT FOREIGN TRAVEL RESTRICTIONS:
CURRENCY DIFFICULTY;
4. EFFECT OF MAJOR SOCIAL, POLITICAL CHANGES WITH
RESPECT TO U.S.;
5. CHANGES EXPECTED IN WHOLESALE, RETAIL DISTRIBUTION
NETWORK;
6. EXPECTED EFFECT OF SPECIAL EVENTS SUCH AS U.S.
BICENTENNIAL, OLYMPICS;

III. MARKETING OBJECTIVES AND STRATEGIES.

1. INCREASED LEVEL OF ADVERTISING/PROMOTIONAL
ACTIVITIES;
 2. CHANGES IN STRATEGY OF ADVERTISING/PROMOTION;
 3. IMPROVED HANDLING OF GOVERNMENT "RED TAPE" - VISAS,
TOURIST CARDS, ETC.,
 4. SERVICE CHANGES; E.G., INCREASED CAPACITY/IMPROVED
SCHEDULES/CHANGES IN IN-FLIGHT SERVICES/STANDARDS;
 5. AGENCY FAMILIARIZATION TRIPS/SEMINARS ON HANDLING
VUSA TRAFFIC;
 6. DEVELOPMENT OF MORE/BETTER/DIFFERENT TYPES OF
PACKAGED TOURS;
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7. IMPROVED DISTRIBUTION OF TOUR BROCHURES, OTHER
PROMOTIONAL MATERIAL AND SELLING AIDS;
8. PRESENTATIONS/SEMINARS TO TRAVEL AGENTS.

IV. MARKETING PROGRAMS.

A. INDEPENDENT "ON-GOING" MARKETING PROGRAMS OF VUSA COMMITTEE MEMBERS;

1. TYPES OF INDEPENDENT VUSA PROGRAMS AND MARKETING
ACTIVITIES APPROVED AND BUDGETED BY THE VARIOUS
COMPANIES REPRESENTED ON THE "VISIT USA" COMMITTEE
FOR 1975/76;
2. TO EXTENT POSSIBLE, TYPES OF MARKETING PROGRAMS

BEING UNDERTAKEN INDEPENDENT OF JOINT COMMITTEE
ACTIVITIES;

B. JOINT VUSA COMMITTEE PROGRAMS FOR WHICH FUNDS ARE
AVAILABLE;

1. MARKETING/PROMOTIONAL ACTIVITIES MOUNTED BY
COMMITTEE BY JOINTLY POOLING RESOURCES;

2. BRIEF DESCRIPTION OF PROGRAMS EITHER IN
EXISTENCE OR PLANNED THAT HAVE BEEN DEVELOPED BY
THE COMMITTEE AS A WHOLE OR VARIOUS MEMBERS OF THE
COMMITTEE ACTING JOINTLY.

4. DELEGATION WISHES TO MEET WITH EMBASSY COMMERCIAL
SECTION, ALL MEMBERS OF "VISIT USA" COMMITTEE. ALSO
WISHES TO LEAVE HALF DAY FREE FOR CALLS UPON LOCAL TRAVEL
COMPANY REPRESENTATIVES. INGERSOLL

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